



Product Change Notification

PCN Number: SC150501

Notification Date: February 10, 2015

Title: Tape and Reel Labeling Process Change		
Product Identification: All Atmel products delivered in Tape and Reel format		
Reason for Change:	<input type="checkbox"/> Material / Composition <input type="checkbox"/> Processing / Manufacturing <input type="checkbox"/> Design / Firmware <input type="checkbox"/> Datasheet	<input type="checkbox"/> Manufacturing Location <input type="checkbox"/> Quality / Reliability <input checked="" type="checkbox"/> Logistics <input type="checkbox"/> Other:
Change Description: Background: During manufacturing processes, all Atmel reels, bags, and intermediate boxes are labelled with an Atmel intermediate barcode label. This label does not contain customer or shipment specific information. When product is processed for customer shipment, Atmel SAP generated intermediate barcode labels, with customer and shipment information, are placed over the existing labels. Effective Date: On April 13, 2015, Atmel will introduce a change to its tape and reel labelling process in an effort to mitigate risk of product damage through additional material handling during the shipping process and to align with industry accepted practices. Current Process: Atmel re-labels all reels, bags and intermediate boxes with an Atmel SAP label containing customer part number, Atmel part number, lot number, date code, country of origin, quantity, MSL level, RoHS information and purchase order number. This process requires Atmel to open every bag, relabel with the SAP generated label, and reseal the container bags. New Process: Atmel will no longer open the bags to re-label reels. Atmel will continue to place SAP labels over existing labels on the intermediate boxes and bags. A second Atmel SAP label will be attached to the bag (see example #1) for easy removal and placement on the reel by the customer when the customer opens the bag (see example #2). Note: the original, manufacturing label and SAP label are virtually identical with exception of customer and shipment specific information.		

Example#1:

Label placement on the Bag



Example#2:

Label being placed on the reel



Note: All customer special labelling requirements will continue to be supported as defined by the customer and implemented by Atmel.

Identification Method to Distinguish Change:

Placement of a second intermediate bar code label on the static shielding bag for MSL 1 or Moisture barrier bag for MSL2 or MSL 3

Qualification Data:	<input type="checkbox"/> Available	<input type="checkbox"/> Will be available (mm/dd/yr):	<input checked="" type="checkbox"/> Not Applicable
Samples:	<input type="checkbox"/> Available	<input type="checkbox"/> Will be available (mm/dd/yr):	<input checked="" type="checkbox"/> Not Applicable

Quantifiable Impact on Quality & Reliability:

None

Proposed First Ship Date*: April 13, 2015

**The Proposed First Ship Date is the forecasted date that a customer may expect to receive changed product. This is determined by the estimated date of inventory depletion on the PCN issue date. This may be affected by fluctuations in supply and demand. Consequently, although customers should be prepared to receive changed product on this date, Atmel will continue to ship pre-changed product until a time in which inventory has been depleted. This may result in pre-changed product being shipped to customers after this forecasted date.*

Atmel Contact: Please contact your Atmel Sales Representative or Distributor for additional information (when replying via e-mail please include the PCN number in subject line).

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CUSTOMER ACKNOWLEDGEMENT OF RECEIPT: Atmel requests you acknowledge receipt of this PCN. Please complete and email to pcnadm@atmel.com and the Atmel Contact listed above. In your acknowledgement, you can grant approval or request additional information. **Atmel will deem this change accepted unless specific conditions of acceptance are provided in writing within 30 days from the date of this notice.**

To be completed by customer:

Approved

Rejected (Please state reason for rejection): _____

Company:
Name:
Title:
Date:
Email
Address:
Location:
Comments: